

RJ Reynolds

Tobacco Company

Rich Smith -

@ 90% (only missing @ 50 or 60 calls)

PM & BW in @ 1/2 of the calls

1/13 = per Herb - N/A

*Keeney
Schwalm*

Zecca

TANHECK

L. E. MacWilliams

Region Operations Manager
Buffalo #1600

518/357-4988

RIDGE

January 13, 1998

TO: KAM's, AM's & DM's

RE: 1998 DPC/LOW VOLUME PROGRAM

2/128

IMMEDIATE RESPONSE REQUIRED

Ladies & Gentlemen:

Don Fitzgerald has requested our assistance in supplying information concerning the following. As you may recall, at the meeting held in Niagara Falls on 10/29 & 10/30/97, Fray presented the 1998 Buffalo Region Low Volume Plan - lists were provided to all managers identifying current DPC & potential New DPC calls. All updates for current DPC calls were due in the ROU by 12/8/97. Potential new DPC calls are to be contacted by 1/31/98 to evaluate opportunities/updated information/sell the program.

1. Of the potential 1998 "net new" DPC accounts, what percentage has been contacted to date? Please provide total number of potential accounts and remaining number to be contacted by Division.
2. What type of display support do we need to supply to DPC accounts?
 - * Temporary Display or Permanent Display?
 - * If permanent, what payment?
3. Does the competition have displays in these accounts? If yes, what are they paying?
4. Any other learning you'd like to share concerning these accounts (competitive activity/ideas/recommendations to build RJR business?)

Please respond to the ROU, attn. Lori no later than Thursday, January 15, 1998!

Thanks in advance for your assistance!

Sincerely,

Lori MacWilliams

Robt RIDGE

① 63% contacters

cc: W. Roth
F. Natale
J. Campbell
S. Rush

Temp

Perm (Player's tomorrow, in liquor stores) w/ \$20/mo payment

PM - not sure what \$ ARE

Win. Ultra Display - potential w/ \$10 - payment

Picking up some new acct's

lem05-98.doc

51845 4904